THE IVY NETWORK

Nov. 26, 1959

Dear Clint

Air France has joined Ivy's list of quality sponsors and has decided to buy a saturation campaign of four 20-second spots per day for the period Dec. 7 - Dec. 16 inclusive except for the Saturday. The present anticipation is that a thirteen week schedule of four times this amount in dollars will be bugeted to Ivy for the Spring semester of this year. In order to insure this second contract we will have to show some tangible evidence not so much of our sales power, but of our general ability. I will give you some indication of what the company expects next Saturday at our meeting in New Haven, but in the meantime there are two things that MUST MUST be in our office by Wednesday at the very latest. You should have no difficulty submitting four best times available between 4:00 pm and 1:00 am at which you intend to run these spots.

The second thing we will need is sample copy in duplicate, with you retaining a third copy. This copy will be read for approval by the ad manager of Air France and we may have to confirm its acceptability by telephone. Please submit four (4)) samples of 20-second spots which you feel will be appropriate emphasizing in order of importance the following:

JET TO JET SERVICE
Air France's 707 Intercontental, Worlds largest & fastest jetliner
Jet caravelle in Europe
ECONOMY
707 non stop flights from N Y to Paris starting Jan. 25, 1960
Not Christmas, but summer travel to Europe
Jet pack tours where you choose your own itinary and travel for as little as $8.00 per day plus fare.
Economy fares as low as $532.20 N Y to Paris
Air France flies around the World

The name Air France should be mentioned as often as possible. Air France is the World's largest airline.

Best regards,

Larry

P.S. Clint, that Lambretta copy was good. I hope this can equal it.